

**From:** "William L. Gibbons \wgibbons)" <wgibbons@memphis.edu>  
**To:** "William L. Gibbons (wgibbons)" <wgibbons@memphis.edu>  
**Date:** 10/24/2018 10:40:16 AM  
**Subject:** Fwd: PSN Media Campaign Impact Analysis

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Bill Gibbons  
Executive Director  
Public Safety Institute

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The University of Memphis  
317 Robison Hall  
Memphis, TN. 48152

901.355.4043 | [memphis.edu/psi/](http://memphis.edu/psi/)

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Begin forwarded message:

**From:** "Chapman, Lewis" <Lewis.Chapman@shelby-sheriff.org>  
**Date:** October 23, 2018 at 12:54:10 PM CDT  
**To:** "William L. Gibbons (wgibbons)" <wgibbons@memphis.edu>  
**Subject: Re: PSN Media Campaign Impact Analysis**

Thank you Sir!  
Dan

Sent from my iPhone

On Oct 23, 2018, at 12:48 PM, William L. Gibbons (wgibbons) <wgibbons@memphis.edu> wrote:

Sgt. Chapman,

I do have a copy somewhere. (It's about 10 years old and is based on the previous Gun Crime Is Jail Time media campaign.)

For the current media campaign, we have been tracking awareness among probationers and parolees.

I have a meeting in the Sheriff's office late Friday afternoon. If's it ok, I'll try to leave copies of everything there for you.

Bill Gibbons  
Executive Director  
Public Safety Institute

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From: Chapman, Lewis <[Lewis.Chapman@shelby-sheriff.org](mailto:Lewis.Chapman@shelby-sheriff.org)>  
Sent: Tuesday, October 23, 2018 11:48 AM  
To: William L. Gibbons (wgibbons)  
Subject: PSN Media Campaign Impact Analysis

Director Gibbons,

I am trying to find a copy of the Impact Analysis of the Project Safe Neighborhoods Media Campaign.

Memphis Mayor Jim Strickland referred to the study having been conducted by the University of Memphis. If you could assist me with a copy of this study, I would greatly appreciate your help.

Highest regards,

Dan

Sgt. Dan Chapman

*Shelby County Sheriff's Office*

901-232-6814

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